

Message Text

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TO SECSTATE WASHDC 9429
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UNCLAS STOCKHOLM 7103

FOR BIC/OIM DON TRAFTON, CMM

E.O. 11652: N/A
TAGS: BEXP, SW
SUBJECT: STC FRANCHISING SHOW

1. OIM FORWARDED COPY NOV. 11 LETTER FROM SVENSEN'S ICE CREAM FACTORY BY SURFACE MAIL AND RECEIVED HERE DEC 23.
2. RE. QUESTION IN PARAGRAPH 3, ADVISE THIS COMPANY THAT SLIDE PROJECTOR AND SYNCHRONIZED TAPE CAN BE RENTED FOR APPROXIMATELY ONE HUNDRED DOLLARS FOR WEEK. SINCE THEY NEED FULL-TIME USE, EXHIBITOR MUST PROVIDE OWN MACHINE OR RENT.
3. RE. PARAGRAPH 4, WE DO NOT HAVE ENGINEERING DRAWINGS TO PROVIDE, BESIDES IT NOT PRUDENT GIVE SUCH PLAN TO ANY EXHIBITOR AS EXPERIENCE SHOWS SOME EXHIBITORS TAKE THIS MEAN THEY HAVE CARTE BLANCHE CHOOSE THE LOCATION AND SPACE THEY DESIRE.
4. ADVISE SWENSEN'S WE CAN PROVIDE DEPTH OF BOOTH SHOWN IN PHOTO IN ONLY ONE AREA OF EXHIBITION HALL. THIS WILL BE AT REAR END NEAR FREIGHT DOOR. HERE WE CAN PROVIDE EIGHT METER WIDE AREA BY FIVE METERS DEEP AND CEILING FOUR METERS HIGH. FOR YOUR INFORMATION, IN THIS SPACE, WE NORMALLY ACCOMMODATE TO 2 OR 3 EXHIBITORS.

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5. STC AGREES THAT REPLICA OF SWENSON'S SHOP WOULD BE HIGHLY DESIRABLE FOR THEIR PROMOTION AND ASSET TO SHOW.
6. SOME TECHNICAL CONSIDERATIONS NEED BE MENTIONED. ACCESS THROUGH THIS REAR AREA FOR INCOMING FREIGHT NORMALLY NECESSARY DURING EACH DAY WEEK PRIOR TO SHOW FOR SET UP. SWENSON'S COULD HAVE ALL

DAY SATURDAY MARCH 12 TO CONSTRUCT AS WELL AS MARCH 13 IF NECESSARY. CAN THEY HANDLE ALL THE SET-UP THEMSELVES?

7. IF SWENSON'S DECIDES TO PRE FAB IN US AND SHIP, DO THEY REALIZE THIS NON-SALEABLE ENHIBIT WILL NOT QUALIFY FOR RETURN SHIPMENT PAID BY USG? ALSO, THEY SHOULD HAVE PRE-FAB COMPLETE AS POSSIBLE REQUIRING NO LOCAL LABOR FOR SET-UP BECAUSE OF EXPENSIVE WEEK END LABOR RATES.

8. SINCE THEIR PHOTO INDICATES RATHER COMPLETE WALLS, FALSE CEILING, ETC. WE DO NOT UNDERSTAND WHY THEY ASK FOR DETAILS OF OUR WALLS BUT YOU CAN ADVISE THEM ABOUT OUR NORMAL MERO WHITE CHIPBOARD PANELS, THE SPECIFICATIONS OF WHICH YOU HAVE. ELECTRIC OUTLETS ARE NO PROBLEM AS WE CAN PROVIDE ELECTRICITY TO ANY POINT BY EXTENSIONS AND PORTABLE TRANSFORMERS.

9. THEIR LETTER SAYS THEY HAVE A "KIT" SO THEY CAN CONSIDER IT A COMPACT UNIT THAT CAN OCCUPY THE SPACE SPECIFIED ABOVE. THIS SPACE IS CLEAR OF ALL OBSTRUCTIONS ON SOLID FLOOR OF MARBLE BUT THEY SHOULD PROVIDE APPROPRIATE FLOOR COVERING.

10. STC CEILING CANNOT BE USED AS A HANGING SURFACE SO SWENSEN'S SHOULD PROVIDE FRAME STRUCTURE OVER THEIR AREA TO HANG LAMPS.

11. SWENSON'S SHOULD ALSO CONSIDER OPTION OF PROVIDING US WITH DETAILED "KIT" PLAN FOR COMPLETE OR PARTIAL LOCAL CONSTRUCTION. WE COULD GET THEM A QUOTE FROM LOCAL DESIGN CONTRACTOR BUT UNLESS THE PLAN IS FLEXIBLE IN MATERIALS USE, PROBABLY WOULD BE VERY COSTLY.

SMITH

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